



Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

Stauffacherstrasse 65/59g · CH-3003 Bern · Telefon +41 (0)31 377 77 77 · Fax +41 (0)31 377 77 78 · www.ige.ch

Medienkonferenz - Conférence de presse - Conferenza stampa - Press conference

Press Conference Invitation

Intellectual property will be protected even better in Switzerland as of 1 July 2008

New legislation targeting counterfeiting and piracy

Date: Thursday, 26 June 2008
Time: 10:00 - 11:30 a.m.
Place: Press Center, Federal Parliamentary Building
Bundesgasse 8-12
3003 Bern

Dear Madam, Sir,

Due to the strong increase in counterfeiting and piracy worldwide which affects increasing numbers of products and endangers security and health, it became necessary to reform legislation. The amendments of the laws protecting intellectual property go into force July 1, 2008 and will improve the possibilities for enforcing the law and combating counterfeiting and piracy. At a press conference on June 26, the Federal Institute of Intellectual Property and the organization STOP PIRACY, a cooperative initiative by the public and the private sector against counterfeiting and piracy, will be explaining the content and effects of this legislation.

We hope we can welcome you at this event and ask you to kindly register by June 18, 2008.

Best regards,

Felix Addor, Deputy Director General Federal Institute of Intellectual Property (IPI) and
Vice-President of STOP PIRACY

STOP PIRACY

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Tel. +41 (0)31 377 77 77 Fax +41 (0)31 377 77 78 info@ipi.ch www.ige.ch

Das IGE gehört dem Eidgenössischen Justiz- und Polizeidepartement an

L'IPI est rattaché au Département fédéral de justice et police

L'IPI è annesso al Dipartimento federale di giustizia e polizia

The IPI is affiliated with the Federal Department of Justice and Police



Schedule for press conference

Intellectual property will be protected even better in Switzerland as of 1 July 2008:

New legislation targeting counterfeiting and piracy

- 10:00 a.m.** **Press conference begin**
- Welcome and introduction**
Roland Grossenbacher, Director General, Federal Institute of Intellectual Property (IPI) / Moderator
- Switzerland in the fight against counterfeiting and piracy**
Federal Councillor Eveline Widmer-Schlumpf, Head of the Federal Department of Justice and Police (FJPD)
- New legislation against counterfeiting and piracy**
Felix Addor, Deputy Director General IPI and Vice-President STOP PIRACY
- Implementation of the new legislation at the border**
Serge Gumy, Head of Customs Transfer, Central Customs Authority
- 10:45 a.m** **Involvement of the private sector / STOP PIRACY**
Anastasia Li-Treyer, Director, PROMARCA and President, STOP PIRACY
- The value of the reforms from the consumer's perspective**
Franziska Troesch-Schnyder, President, Consumer Forum kf
- The value of the reforms from the perspective of the watch industry**
Jean-Claude Biver, CEO Hublot SA
- The value of the reforms from the perspective of the pharmaceutical industry**
Thomas B. Cueni, General Secretary, Interpharma
- The value of the reforms from the food industry's perspective**
Franz Urs Schmid, Director of CHOCOSUISSE and Co-Business Manager of the Federation of Swiss Food Industries (fial)
- 11:05 a.m.** **Question and answer period**
- 11:30 a.m.** **End of press conference**
- From 11:30 on** **Interviews with speakers (to be announced)**

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Registration for Press Conference

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I will participate in the event.

I would like an interview with:

- Federal Councillor Eveline Widmer-Schlumpf, Head of EJPD
 - Felix Addor, Deputy Director IPI and Vice President STOP PIRACY
 - Serge Gummy, Head of Customs Transfer, Central Customs Authority
 - Anastasia Li-Treyer, Director PROMARCA and President STOP PIRACY
 - Franziska Troesch-Schnyder, President Consumer Forum kf
 - Jean-Claude Biver, CEO Hublot SA
 - Thomas B. Cueni, General Secretary Interpharma
 - Franz Urs Schmid, Director CHOCOSUISSE and Co-Business Manager of the Federation of Swiss Food Industries (fiel)
- (We will make every effort to honor scheduled interviews)

Please send me the press kit.

Media branch _____

Name(s) _____

Address _____

Postal Code, City _____

E-mail _____

Entrance control at the Press Center with press or personnel identity card.

Access for accredited journalists only!

Please return the response coupon by June 18, 2008 per fax, or e-mail us at media@richterich-partner. For further information, please contact us. Richterich & Partner, Seestrasse 25, 8702 Zollikon. Tel. 043 499 50 00.

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